The World of Bona

Sustainable solutions for every wooden floor challenge
Welcome to the World of Bona

100% passion, 100% Bona

Bona has almost 100 years of experience in bringing out the best in wooden floors. We are a family-owned Swedish-based company with an international presence in more than 90 countries.

We believe in putting in 100% passion in everything we do. This has lead us to create a world of innovative sustainable solutions for every wooden floor challenge – from installation and renovation to maintenance and care, with the needs and safety of our customers, and the environment, in mind.

Total solutions for all wooden floor needs

For every customer challenge, Bona’s goal is to provide a total solution that is beneficial, sustainable, and long lasting – from products and services to support and training.

Through our subsidiaries and distributors across the globe, we share our experience and expertise. We offer our customers a complete universe of solutions for all wooden floor needs – The World of Bona.

Performance, sustainability and trust

Performance is integrated into every Bona solution, developed through decades of thorough research and innovation. Sustainability is key in everything we do, including our everyday operations and R&D. We make sure that our solutions are always safe and healthy with minimal environmental impact. Combining this with our unique local presence around the world, our customers can trust that they are getting only the best from Bona.

“Our vision

“With the heritage of wood floor excellence we innovate sustainable total solutions for customers worldwide.”

Kerstin Lindell, President & CEO Bona
Sustainable solutions for every wooden floor challenge

A full system of compatible solutions

From design and beauty to durability and care, every wooden floor comes with its own set of challenges. Over the years, Bona has dedicated ourselves to developing wood floor solutions of the highest performance, safety and sustainability. We’ve combined our strong passion for wooden floors with constant innovation, cutting-edge technology and research. As a result, we now have a full system of compatible products for all wooden floor challenges. This means that all our customers can find a total solution that addresses their every flooring need – from products and services to support and training.

Bona develops a full range of high quality UV-based finishes designed to give the best adhesion and the highest levels of wear and scratch resistance.

Whether you’re looking for shine, colour, slip resistance or durability, Bona has the ideal finish for all types of wooden floors.

Success begins with a good foundation. Bona provides stable, strong and elastic fastening products to help you achieve the first step to a beautiful wooden floor.

Bona’s sanding tools not only deliver exceptional results, our systems are also made for maximum efficiency, ergonomics and safety.

Our floor care solutions are developed for cleaning and revitalising your wooden floors and are tailor made for all finished, oiled and engineered surfaces.

Bona’s innovative and systematic approach has led us to create a high-performance, environmentally sound product range. This creates a strong impact for a better working and living environment for our customers, craftsmen, and employees. Here are some of the sustainable features that our products have, and what benefits they deliver.

**Sustainable features**

**Waterborne finishes**
Bona has driven the transition from solvent-based to waterborne finishes. Bona’s products have very low solvent content, and are therefore safer and healthier to use.

**Renewable raw materials**
With Bona Mega, we introduced a product based on vegetable oils, which delivered high performance and low impact on the environment. Today, we strive to develop more solutions with renewable raw materials.

**Low solvent content (VOC*)**
Bona’s finishes and adhesives with low solvent content (VOC) provide a healthier working and living environment and a general contribution to better ecology.

**Dust-free Sanding**
Dust-free Sanding gives a healthier working environment for the craftsman and keeps the indoor air quality at its best, minimising the need for cleaning up after the process.

**Ergonomic tools and machines**
Bona designs products from an ergonomic perspective. From plastic cans that are easy to grip, to ergonomic sanding machines, our products improve the craftsman’s body position and make the job easier.

**Indoor air quality**
Bona has made a significant contribution to indoor air quality by bringing the emissions from our finishes and adhesives down to very low levels – below all the designated thresholds around the world.

* VOC – Volatile Organic Compounds are solvents contributing to the formation of ground level ozone and hazardous components in smog.
Performance, speed, perfect results

Whether it’s installation, renovation or maintenance, Bona has got everything it takes to help bring out the best in wooden floors. Our entire system of compatible products offers the craftsmen only the best solutions for their customers, with no compromise on the environment and health.

Bona’s solutions deliver unparalleled performance and allow craftsmen to work with high efficiency and speed, and achieve fantastic results.

With the Bona System, craftsmen can help create beautiful floors with a complete system of solutions for every wood floor challenge.

Healthy and safe working

Every flooring solution we develop is created with the health and safety of both craftsmen and floor owners in mind. Our R&D team is constantly exploring the limits of technology to develop sustainable solutions that are well ahead of legislation.

Working with Bona’s solutions should always be safe, efficient and enjoyable. That’s why we’re constantly finding new ways to improve the working conditions for our craftsmen. With our ergonomic machines, waterborne finishes and safe adhesives, craftsmen are able to work with ease and peace of mind.

Sharing knowledge through training

Bona’s worldwide trainings help to spread Bona’s experience and expertise to craftsmen, architects and retailers throughout the world. From Europe and the Americas, to Asia and Africa, there has been an increasing number of wood flooring craftsmen taking part in our trainings.

To benefit our customers, craftsmen, and partners, Bona also offers training courses in specialised areas such as fastening, maintenance, colouring and much more.

Bona Certified Craftsman Program

The Bona Certified Craftsman Program is a certification and support partnership with contractors around the world. We offer highly competent and experienced contractors an opportunity to become Bona Certified Craftsmen and realise their full potential. Skilled craftsmen go through courses and tests in best practices for all phases of wooden floor renovation and care, as well as introductions to the latest product solutions and innovations. Upon completion, they receive diplomas to certify their skills and expertise – an assurance to their customers that their floors are cared for by highly qualified professionals.

Bona Certified Craftsmen receive continuous support through Bona’s promotion campaigns, local craftsmen recommendations, and ample brand material to raise their professional profile.

Worldwide technical support

Bona’s technical experts are always available to offer support to help professional contractors serve their customers better. Thanks to our global presence, we are also able to offer floor owners local support to help keep their wooden floors beautiful for a long time.

“Bona’s extensive professional experience and hands-on expertise assure craftsmen that they are using only high-performance solutions that are safe and efficient.”

Thomas Hallberg, Strategic Product Manager
Bona for homeowners

Beautiful floors that last a lifetime

An alluring, beautiful wooden floor can easily turn a living space into a cozy, comfortable home for the family. At Bona, understanding the homeowners’ passion for wooden floors means delivering sustainable solutions for their needs and wishes.

From dust-free sanding to low-emissions waterborne finishes, Bona makes it easy, safe, and efficient to create and maintain a beautiful floor. Whether it’s an outdoor deck or the bedroom, our solutions ensure that the floor would be well protected against everyday use and harsh weather throughout its lifetime.

If homeowners are in need of help, our professional partners and the worldwide team of Bona Certified Craftsmen are just a phone call away. These expert craftsmen are well trained in all our solutions and offer everything from Deep Cleaning to a complete renovation of the floor.

Indoor floors – your personal expression

Whether it’s a fashionable urbanite, or a fan of old-world rustic charm, the floor is a sure way to express a homeowner’s unique personality. Bona’s complete system of solutions has something for everyone to help create the floor of their dreams, with long-lasting protection and sustainability in mind.

Across the globe, Bona has helped thousands of homeowners create wooden floors that accentuate the character of their homes, and reflect who they are. The Bona System includes different floor finish solutions, with a wide variety of colours and treatment types. From contemporary oiled floors in bedrooms, classy antique glossy floors in the dining area, to natural wooden floors that bring the rustic look to the living room, we have what it takes to turn a homeowners’ creativity into a stunning reality.

To ensure that the floor remains beautiful across its lifetime, Bona’s high-performance care and maintenance solutions deliver exceptional protection against everyday use.

Outdoor decks – perfect from year to year

Outdoor decks are constantly subjected to different elements of the weather, including harsh sunshine, heavy rain, and snow. Keeping the deck beautiful all year round requires proper care methods and of course, the right solutions.

The Bona Decking System provides a fast and convenient deck-revival solution that involves two unique processes – deep cleaning, followed by protection, while keeping environmental sustainability and health in mind. For the Do-it-yourself enthusiasts, we also provide simple instructions to help make all jobs easier.

Green living environment

Floor owners can rest well knowing that their floors have been treated with products that have extremely low emissions over time. Bona’s products meet the stringent standards of international bodies such as Greenguard and DIBt*, and have been used in LEED*-certified projects.

This means that whether it’s a bedroom, dining area or a kitchen, the homeowner will be assured of a green indoor environment that meets the toughest legislations worldwide.

“’To serve homeowners better, we are constantly expanding our presence in retail markets through a large distributor network, e-commerce sites, and major stores across the globe.”

Lidija Broström, Retail Manager
Marketing & Sales EMEA & APAC

* DIBt – Deutsches Institut für Bautechnik (accreditation institute in Germany)
* LEED – Leadership in Energy and Environmental Design
Bona tailor makes design effects or other products according to our customers’ demands. This helps wood floor manufacturers stay ahead in the market and serve floor owners better.”

Karin Tykesson, Development Engineer, Industrial Coatings
On track for sustainability

An innovative and systematic approach
At Bona, sustainability is at the core of everything we do, and every innovation that we introduce. We’re always striving to incorporate a longer, sustainable perspective in all our projects, products, workplaces and other aspects throughout the organisation.

Our systematic approach to innovation has driven us to continuously launch products with less environmental impact, such as our breakthrough in the 1970s with the introduction of waterborne finishes. Through our continuous R&D efforts, we now offer our customers a full range of environmentally sound products with a strong focus on health, safety and wellbeing. With no compromise on performance, Bona’s range helps prolong the lifetime of wooden floors while keeping them beautiful.

“A journey – results drive our work
Creating results is what drives our work at Bona. With the pioneering of waterborne finishes, we continued to push our efforts in sustainability to introduce waterborne adhesives in 1994. Shortly after, we established our Environmental Department to focus our efforts to create even more sustainable solutions for all our customers.

With that, we launched Bona Mega, the world’s best-selling waterborne finish that is made primarily with renewable resources such as vegetable oils. In 2005, we introduced the revolutionary Bona DCS 70, which brought Dust-free Sanding to the wood flooring market. A year later, our products were awarded the Greenguard certification as recognition of their low-emission properties. We continued striving for greater results and ceased the sales of all solvent-based finishes in the EU in 2009. In 2014, we took a major step forward and implemented our CSR strategy with clear goals for the future.

Bona’s work towards a greener world has been proven successful in the numerous solutions that we deliver, and the actions that we perform worldwide.

CSR for a better future
As a strong believer in sustainability and social responsibility, Bona is always moving forward in our CSR journey.

We have been taking our focus on safety, health and the environment one step further to strengthen our position as a responsible corporation. CSR permeates everything we do in the organisation, including our products and everyday operations. Through our CSR strategy, Bona has set measurable targets within Business, Employees, Products, Society, and Sourcing and Logistics.

“Thinking green is not an effort – it is an integral part of R&D. At Bona, quality, performance and environmental concern are eternal values.”
Anna Tonell, Senior R&D Chemist
Bona around the world

Our Group at a glance

Bona is present in close to 100 countries through subsidiaries and distributors, with our headquarters in Malmö, Sweden. These include countries such as Brazil, China, Singapore, Germany and the USA. We have a committed and passionate team of about 500 employees, contributing to bring out the best of wooden floors around the world.

As a family-owned company, we’re proud to continue this tradition by keeping close, long-term relationships with our customers, craftsmen, partners and distributors. Every year, more than 50,000,000 m² of wooden floors are treated with Bona finishes, a further testament to the trust that we have gained from floor owners around the world over the years.

The worldwide Bona team has over 500 dedicated employees that work hand-in-hand to help bring out the best in wooden floors.

Employees

500

Factories

5

Subsidiaries

17

Distributors

70

Our 5 factories are located in Sweden, Germany, USA and China.

The combined experience, expertise and technology of Bona and our 17 international subsidiaries help deliver high-performance, safe, sustainable solutions.

Through our 70 distributors across the globe, we are able to deliver our solutions to our customers, and provide support in their local language.

100 years of passion

It all started as a small grocery shop

Wilhelm Edner has been running a humble coffee business in Malmö, Sweden, which produces and sells floor wax as a side income. In 1919, he finally registers his floor wax company as Aktiebolaget Bona and starts to introduce other floor care products.

Floor sealer takes Bona international

Bona introduces its first plastic finish for wooden floors, D-503 Floor Sealer, in 1953. Its popularity in Germany, Austria and Switzerland encouraged the establishment of sales representatives in these countries. This propelled Bona to an export-oriented industrial group, not just in Scandinavia, but also in the rest of Europe.

Global pioneer in waterborne finishes

In 1979, Bona revolutionises the wood floor finish world, by introducing the first waterborne finish in history. The major breakthrough sets a new standard for environmentally sound finishes. We decide to focus on R&D, not just for products, but also for quality control.

To take the company to greater heights, Bona then enters the UV-finishes market and introduces more waterborne finishes. New subsidiaries are set up in Hungary, Poland, Czech Republic, Slovakia, China and Singapore. Sales offices are set up in Panama and Shanghai.

A complete system for wooden floors

Through continuous R&D and innovation, Bona now has a complete system of products for every wood flooring challenge. We focus on total sustainable solutions for all our customer groups, throughout the lifetime of the wooden floor.

This means that floor owners can be assured that Bona has all it takes to solve all their flooring issues. For the contractors and distributors, they can expect Bona to provide them not only with the best products, but also with help to grow their business and profitability through training and support. Wood floor producers will be provided with leading edge solutions and a world-class aftermarket offer, helping them create long-lasting beautiful floors for their customers.

“Bona” in Swedish means “to polish”.

Wilhelm Edner, our founder. Bona continues being a family-owned company today.
Bringing out the Best in Wooden Floors

Bona AB is a family-owned company founded in 1919. With its headquarters in Sweden, Bona is now present in more than 90 different countries all over the world through subsidiaries and distributors. We provide products for the installation, maintenance and renovation of wooden floors throughout their lifetime and we also supply UV coatings to leading international producers of wooden floors. Through our comprehensive Bona System, we are able to offer our customers Lifetime Support. We continuously develop innovative products with a long-term sustainable perspective in mind. So we take into account not just the floor itself but the working conditions of the craftsman and the impact on the outdoor environment.

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